

Worksheet 1.5: Who Is My Competition? (NxLevel, 2000, Schuck et al., 1991)

Rank yourself and competitors (1=Low, 5=High). Based on highest totals, who is your strongest competitor? Can you identify strengths and weaknesses of yourself, of your competitors? In the final column, rank each item (1=Low, 5=High) on your targeted customers perceived value of each factor. Can you identify any potential opportunities based on shortcomings of competitors?

Factor	You	Competitor A	Competitor B	Competitor C	Perceived Value (first column) to target customer
Name & Location Address					
Products					
Price					
Quality					
Product Selection					
Customer Service					
Product Service					
Reliability					
Expertise					
Image					
Reputation					
Location					
Layout					
Appearance					
Sales Method					
Credit Policy					
Availability					
Management					
Longevity					
Advertising					
Estimated Sales					
Customer Satisfaction					
Total					
Summary of Strengths					
Summary of Weaknesses					
Areas of Opportunity					

Reference

Schuck, N. G., Knoblauch, W., Green, J., Saylor, M. (1991). *Farming alternatives: A guide to evaluating the feasibility of new farm-based enterprises*. Cornell Cooperative Extension Publication ISBN 0-935817-14-X